

Inspiring others

This small sample of projects illustrates that it is possible to increase the quality and value of sustainably caught fish. For example, the short, transparent supply chains of De Goede Vissers and Waddengoud guarantee really fresh fish which the consumers know exactly how, where and by whom it was caught. And this enables the fish to be sold at a higher price.

Some of these projects have demonstrated that the price of fish can also be improved through promoting the taste, exclusive dining and special occasions to eat fish.

Telling the story behind the catch can raise awareness on the issues of sustainable fishing methods. Using modern communication techniques, such as text messaging and mobile apps, this story can be told and information can be shared with the consumers of the fish.

Information on sustainable catching and quality labelling systems on fish packaging are starting to address some of these issues, but this requires the involvement of all stakeholders in the supply chain to cooperate and developments in information systems. So the wide spread use of such systems will take time, and some North Sea Fish partners are busy working on initiatives in this area.

And there will always be the dilemma between selling more fish to boost regional fish based economies against reducing the impact of overfishing: the work on initiating new ways to increase the sales for sustainably caught, quality fish needs to continue.

European Union The European Regional Development Fund

**The Interreg IVB
North Sea Region
Programme**

*Investing in the future by working together
for a sustainable and competitive region*



Jan Geertsema chasing mullets. Photo: Fokke van Saane

De Goede Vissers

Look into the eyes of the fisherman that caught the fish you are about to buy... and you know you can trust that this fish has been caught carefully and in a sustainable way. You get the best information about the catch and know it is fresh.

De Goede Vissers sell their own catch and the fish caught by their colleagues to restaurants in the region and at the market. They only sell wild catch, of which 95% is regional catch, supplemented with a.o. wild Alaska salmon because the native wild stocks of Atlantic salmon are not yet sufficiently restored for a sustainable harvest.

About 30 fishermen in the North of The Netherlands have united to show in practice that it is possible to catch fish for a living and prevent further diminishing of fish stocks. They only catch the bigger fish and use fishing methods that minimise damage to the seabed, marine environment, birds and marine mammals.

Each day, the Good Fishermen carefully choose their fishing method, mesh size, fishing time, fishing locations and pull rate. For example they use angels, standing or twin rigs. By catch differs per fishing method, but is less than average, is being sold or better still kept alive by water on the assembly line. Trawlers are adapted to minimise disturbance of the sea bed and shrimps are conserved without chemicals.

www.degoedevissers.nl



Buying fish directly from the vessels that just arrived from sea

HavFrisk Fisk

Beep beep – a captain texts you that he is approaching the harbour. He has caught that fish that you like so much! You know that you have another 25 minutes to go to the harbour to buy what you want. You really can't get fish any fresher!

This is Danish reality. The Danish firm Apollo Media initiated the Havfrisk Fisk (Sea fresh fish): a successful example of a direct selling initiative in the fisheries sector using modern communication channels to link customers and fishermen.

Customers can sign up for the texting service. Arriving vessels report at what time the fish will be landed, which species have been caught and where the boat is at the moment. Customers can then meet the fisherman at the quay and buy fresh caught fish directly from the vessel.

At present, more than 30 ports and more than 40 fishing vessels participate in the initiative. This initiative aims to increase the trade of locally caught fish.

www.havfriskfisk.dk

Enjoy six different experiences in the NSF regions to learn about sustainably caught & high quality fish!

Six initiatives
from the North Sea
Region to valorise
sustainably caught
and top quality fish

North Sea Fish: Innovation from Catch to Plate

North Sea Fish is a project partly financed by the INTERREG IVB North Sea Region Programme running between September 2012 and December 2014. The six project partners from four countries around the North Sea aim to increase the innovative capacity of fisheries, fishery ports and fish based regional economies. North Sea Fish promotes sustainable solutions by means of specialization and broadening within the whole supply chain: from catch to plate!

For the fish based regional economies, selling more fish brings in more money. But the flip side of that might be overfishing and diminishing fish stocks. By focusing on sustainability and high quality there is an excellent chance to add value to the supply chain of fish. This isn't always easy. Consumers claim that they are willing to pay more for sustainably caught fish, or for high quality fish. But "fresh" fish on retailers shelves is sometimes caught months ago! This leaflet shows various approaches in the six North Sea Fish regions on how to achieve added value to sustainable fish. Be inspired!



NorthSeaFish
Innovation from catch to plate



Culinary delights made of local ingredients



Sit down at the table of fishermen



Education on the journey from sea to plate



Jouke Visser shows the cockle catch of the day

Salty and tasty

Fresh local food inspires Edward Vinke to create delicious dishes. He is the owner and chef of the Michelin star restaurant, 'De Kromme Watergang' in Hoofdplaat (near Breskens in the very south of The Netherlands) and he knows how to use the qualities of fresh ingredients.

His menu is based on the salty and earthy flavours of the ingredients available in this region. He has a daily quest for food with the strength and depth of flavour he desires, resulting in triumph when he grasps that one, unforgettable taste sensation. The restaurant serves light, easily digestible and creative dishes, inspired by the beautiful landscape of Zeeuws Vlaanderen.

The supply chain from source to the kitchen is very short. Edward's father-in-law is the daily supplier of fish, crustaceans and shellfish. In front of the restaurant is a garden in which special vegetables, fruits and herbs are grown.

The fresh and honest ingredients play a major role in achieving the quality of the two Michelin stars. The restaurant recognizes authentic flavours and uses seasonal products. And the people working in the kitchen 'taste, taste it all, a thousand times a day'.

Edwin is also involved as a advisor in the development of the Fishery Experience in Breskens.

www.krommewatergang.nl

À l'Ostendaise

Having dinner in a restaurant sitting in front of the fishermen who caught the fish on your plate? It is possible in Ostend, Belgium. Every first Friday night of the month you can sit down at the table of a fisherman, who will tell about the fish on the menu and his life at sea. And before dinner an animated tour will immerse you in the mysteries of the Ostend maritime heritage.

This event is part of à l'Ostendaise: a mix of tasting events, creative dishes, maritime walks and 'At Table With the fisherman' in almost 40 restaurants in Ostend from 28 June 2013 until 30 September 2014. On 28 and 29 June 2014, a tasting weekend was organised where the Ostend chefs gave live demonstrations of their work with fish and shellfish from the North Sea.

The fishermen challenged chefs from the restaurants in Ostend to put their fresh fish on the menu. This has proved to be a creative way to get people more acquainted with different types of fish, the fisheries and the restaurants - and a welcome way of generating extra income. The initiators of this project hope to increase the consumption of fish and shellfish in the future.

www.ostendaise.be

Fish for Life

Young's Seafood Limited believes that engaging with people about the seafood industry is integral to inspiring them to eat more fish.

Young's Seafood Limited is the largest UK supplier of chilled and frozen, branded and own-label fish and seafood. The company believes that protecting our seas and inspiring people to eat responsibly sourced fish are part of the same story and so engages with people through its Fish for Life programme.

There are many health benefits associated with eating fish at least twice a week. However, there are a number of barriers that hold consumers back from eating more fish. The health benefits of eating fish at least twice a week are compelling. But for consumers it is not always easy to make choices and ask the right questions, to get the freshest, best quality responsibly sourced fish.

Fish for Life inspires and educates consumers and aims to empower them with the confidence to try a wider variety of responsibly sourced fish. Young's Seafood Limited shares its knowledge through its customer care line, website, social media channels, and events and through the projects it supports. The company's 'School of Fish' programme provides information about the responsible sourcing of seafood in an original way to school children.

www.youngsseafood.co.uk

Waddengoud

Cockle fisherman Jouke Visser from Harlingen walks in the shallow water on a sand bank in the Wadden Sea, which is part of the UNESCO world heritage site. He is digging for cockles by hand to avoid harming the seabed. Together with 30 other fishermen they catch only 1.5% of the total stock of cockles in the Dutch Waddensea: but do so using a traditional, sustainable system.

Jouke Visser washes the cockles on the boat and brings them directly ashore in Harlingen. After packaging, Veltman Visservice sells them online. The freshest tidal cockles you could wish for!

Veltman Visservice in Harlingen has an excellent reputation for quality fish and delivers mainly to trade professionals including famous gourmet restaurants, the catering trade, TV-chefs and the Dutch airlines. Since they started the online delivery service "EETVIS.NL", everybody can order this top quality fish at wholesale prices and have it delivered at their door.

Jouke Visser catch is sold with the Waddengoud label which guarantees that the products are sustainable and originate from the area. This label has come to symbolise the unique character and taste of the Wadden Sea Region and a wide range of products from the area are now available.

www.waddengoud.nl